

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2017/2018

### BIC1014 – INFORMATION SYSTEMS CONCEPTS

( All sections / Groups )

21 OCTOBER 2017

9.00 a.m – 11.00 a.m

(2 Hours)

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#### INSTRUCTIONS TO STUDENT

1. This Question paper consists of 6 pages with 2 sections.
2. Attempt **ALL** questions in section A and section B. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

**SECTION A** [1 mark each]

1. Which of the following is an effect of disintermediation?
  - a. It increases costs of manufacturing.
  - b. It lowers costs to the consumer.
  - c. It reduces the cost of advertising.
  - d. It reduces the ties between consumers and businesses.
2. Which of the following BEST describes ubiquity as it relates to e-commerce technology?
  - a. E-commerce technology employs the same set of standards across the globe.
  - b. E-commerce technology permits commercial transactions to cross cultural and national boundaries.
  - c. E-commerce technology allows personalized messages to be delivered to individuals as well as to groups.
  - d. E-commerce technology is available everywhere and anytime.
3. All of the following are the unique features of e-commerce technology EXCEPT \_\_\_\_\_.
  - a. information density
  - b. richness
  - c. security
  - d. social technology
4. Which of the following dimensions of e-commerce technology involves engaging consumers in a dialog that dynamically adjusts the experience to the individual?
  - a. Richness
  - b. Interactivity
  - c. Ubiquity
  - d. Personalization
5. The effort required to locate a suitable product is called \_\_\_\_\_.
  - a. search costs
  - b. transaction costs
  - c. menu costs
  - d. market entry costs
6. Compared to traditional goods, digital goods have \_\_\_\_\_.
  - a. higher production costs
  - b. lower marketing cost
  - c. higher inventory costs
  - d. lower delivery costs

**Continued...**

7. What is information asymmetry?
  - a. Total amount and quantity of information available to all market participants.
  - b. Amount of information available to reduce price transparency.
  - c. When one party in a transaction has more information that is important for the transaction than the other party.
  - d. Total amount and quantity of information delivered to consumers by merchants.
8. Selling the same goods to different targeted groups at different prices is called \_\_\_\_\_.
  - a. switching costs
  - b. price discrimination
  - c. menu costs
  - d. price optimization
9. Which of the following is NOT TRUE about a net marketplace?
  - a. May focus on direct or indirect goods.
  - b. Multiple buyers can purchase from multiple sellers.
  - c. Reduces supply chain inefficiencies.
  - d. May only be vertical marketplaces.
10. Large firm using extranet to link to its suppliers, distributors, and other key business partners is called a(n) \_\_\_\_\_.
  - a. private industrial network
  - b. collaboration hub
  - c. E-hub
  - d. online marketplace
11. Which of the following is an example of Knowledge Network Systems in Multimedia University (MMU)?
  - a. CaMSys
  - b. MMLS
  - c. Staff Directory
  - d. MMU Directory of Expertise
12. Semistructured decisions are \_\_\_\_\_.
  - a. most common at higher levels of management.
  - b. more prevalent at lower organizational levels.
  - c. small, routine decisions that typically do not have any business value for a company.
  - d. a small decision that has business value when added with all the other small decisions made in the company.

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13. Which phase of the decision making process identifies and understands the problems occurring in the organization?
- Design
  - Intelligence
  - Implementation
  - Choice
14. 'Coherence' as a dimension of decision quality means \_\_\_\_\_.
- a decision faithfully reflects the concerns and interests of affected parties.
  - a decision reflects a full consideration of the facts and circumstances.
  - a decision reflects a rational process.
  - a decision is the result of a known process.
15. Which of the following is NOT business intelligence infrastructure?
- Databases
  - Data from business environment
  - Data warehouses
  - Data marts
16. Pivot tables are examples of \_\_\_\_\_.
- production reports
  - parameterized reports
  - pre-defined reports
  - dashboards/scorecards
17. Identifying best potential customers for credit cards is an example of \_\_\_\_\_.
- predictive analytics
  - statistical analysis
  - drill-down
  - location analytics
18. Which capability of decision support systems can determine the effect of changing the selling price of a product and the cost per unit on the product's break-even point?
- Backward sensitivity analysis
  - Sensitivity analysis
  - Modeling techniques
  - What-if analysis

Continued...

19. Enterprise-wide knowledge management systems deal with which type of knowledge?
- a. Tacit
  - b. Structured
  - c. Semistructured
  - d. All of the above
20. Computer-aided design (CAD) systems and Virtual reality (VR) systems are examples of \_\_\_\_\_.
- a. knowledge network systems
  - b. knowledge work systems
  - c. learning management systems
  - d. expert systems

**Continued...**

**SECTION B [80 Marks]****QUESTION 1**

- i. Toyota Motor Corporation is a Japanese multinational automotive manufacturer headquartered in Toyota, Aichi, Japan. Toyota is the world's market leader in sales of hybrid electric vehicles, and one of the largest companies to encourage the mass-market adoption of hybrid vehicles across the globe.
  - a. As an information system manager, how could you use information systems in order to achieve greater customer intimacy? (3 marks)
  - b. How can information systems help the Toyota to achieve operational excellence? (3 marks)
- ii. Today, many firms are improving and streamlining their communications among managers, executives, and employees through the use of social business. Define social business and provide any **TWO (2)** social business applications with their descriptions. (6 marks)
- iii. List and describe how information systems can support each of the four competitive strategies and give examples. (8 marks)

(Total: 20 marks)

**QUESTION 2**

- i. Cloud based software such as Mashups and apps have become popular in business organization in recent years. Define Cloud Computing and discuss **FOUR (4)** reasons why organizations use Cloud Computing technology. (10 marks)
- ii. What is Big Data and Business Intelligence Infrastructure? Discuss **TWO (2)** reasons why companies need to capture the information from the Big Data. (10 marks)

(Total: 20 marks)

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**QUESTION 3**

- i. By using **ONE** diagram, explain how RFID system works. (10 marks)
- ii. Explain how RFID system can be used in any **TWO (2)** operation processes in hypermarket such as Tesco. (10 marks)

(Total: 20 marks)

**QUESTION 4**

- i. While having a discussion with your business partner, John was constantly stating that the advances on information technology has benefited public as well as the any business today. He further stresses on the need to further implement and blend the latest information technology in the current business.  
  
Partly agreed to his statement, you state that over relying on information technology and systems may also contribute negatively to the business and also the society in long term. Advice and defend your thoughts on how current information technology trends may contribute negatively to the business and society. (10 marks)
- ii. Various computer crime activities can be carried out by a hacker. Among these activities are spoofing and sniffer. How does spoofing differs from sniffer? (4 marks)
- iii. The introduction of wireless network technology has benefitted individuals and businesses from various sector. However, businesses are beginning to realise the risks and challenges of this technology towards their business. Explain **three (3)** challenges of wireless network technology in a business perspective. (6 marks)

(Total: 20 marks)

**End of Paper**